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The present invention provides a method and apparatus for automatically rotating a graphical user interface for managing portrait and landscape captures in an image capture unit. A method and apparatus for viewing an image in an image capture unit including a display comprises the steps of providing a first orientation associated with the image and providing a second orientation associated with the image capture unit. It is then determined whether the first orientation is different from the second orientation, and the image is displayed in the second orientation if the first and second orientations are different from each other.

JAS737P/P127 25